

# NFL, Under Armour and GE work together on research

September 4 2013

---

(AP)—The NFL, Under Armour and GE have together issued a challenge for new engineering to help protect athletes from brain injury.

The group said Wednesday that it would award up to \$10 million for new innovation and materials that could protect the brain from [traumatic injury](#), as well as [new tools](#) for tracking head impacts in real time. It is the second of such challenges from the trio.

The move comes as the issue of concussions in football has taken center stage.

The NFL recently reached a \$765 million settlement with former players, some suffering from Alzheimer's disease and depression, to settle claims that the league concealed the long-term dangers of concussions and rushed injured players back to the field.

**More information:** Entries are being immediately accepted at [www.headhealthchallenge.com](http://www.headhealthchallenge.com)

© 2013 The Associated Press. All rights reserved.

Citation: NFL, Under Armour and GE work together on research (2013, September 4) retrieved 4 May 2024 from <https://medicalxpress.com/news/2013-09-nfl-armour-ge.html>

|   |
|---|
| This document is subject to copyright. Apart from any fair dealing for the purpose of private |
|---|

study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.